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STATEMENT BY APPLICANT**

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Sheet 1 of 17

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

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Examiner Initials *	Cite No. ¹	U.S. Patent Document Kind Code ² (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Column, Lines, Where Relevant Passages or Relevant Figures Appear
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Reissue Filing Date	June 29, 2001
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Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

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Examiner
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/Jeffrey Carlson/

Date
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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
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Attorney Docket Number 11032-3028

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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T _s
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OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS		
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
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	ADMMedium Newsletter linked from Bounty Quest Website: (http://uts.cc.utexas.edu/tecas/m19_2_96.html ; printed on 4/4/01)
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	Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/earn/zdu/advertising/zinman.htm ; printed on 2/7/00)
	CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613-7-808021.html ; printed on 11/26/99)
	HyperText Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)
	Webster's Third New International Dictionary of the English Language Unabridged, 1957, page 2171 "some"

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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Complete If Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

	Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
	Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
	Cespedes & Smith, Database Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22	
	Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	

Examiner Signature

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Date Considered

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First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS		
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569
		LinkMarket; David Zinman et al.; SD005573-SD005574
		"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587
		"readme. 1!..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590
		"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601
		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604
		"Web ad-management software..."; John Evan Frook, InternetWeek; March 18, 1996; SD005605-SD005607
		"Unraveling a tangled Web..."; Ken Siegmund; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
"INTERACTIVE MEDIA & MARKETING..."; Advertising Age, December 11, 1995; SD005614-SD005615	
"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
"INTERACTIVE, FOCALINK AND DOUBLECLICK..."; Kim Cieland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
FocalLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
For Immediate Release; Hyperlink Advertising Exploses on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
Link Marketing; Z00022-Z00027 / SD027093-SD027098	
LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	
LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

	FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
	Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
	SPONSORABLE SITE – RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
	Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
	FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
	Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
	Information Request; September 12, 1995; Z00080 / SD027151	
	Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
	FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
	Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
	RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	
	Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
	Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	

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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner/ Name	n/a
Attorney Docket Number	11032-3028

	Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
	from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
	We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
	Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
	Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
	FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
	FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
	I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
	FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
	Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
	Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	
	Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
	November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	

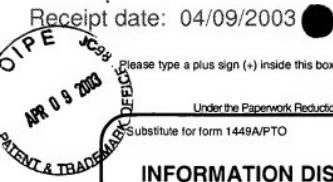
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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
	FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
	FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
	Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
	Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
	FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
	Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
	Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
	Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
	Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
	FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
	I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
	Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
	FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	
	Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
	Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number 11032-3028

	Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
	Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
	RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@ansisf.com; Z00172-Z00173 / SD027237-SD027238	
	Invitation; January 25, 1996; wilkins@elt.com; Z00174 / SD027239	
	Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
	SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
	RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
	Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
	Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248	
	fyl; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
	Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
	Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
	Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
	Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
	Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
	[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
	Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a

Attorney Docket Number

11032-3028

	Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
	Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
	Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
	ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
	URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
	HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
	Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
	Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
	Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
	Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
	Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
	Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
	Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
	Answer to your request; April 8, 1996; Z00223 / SD027288	
	Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	
	Oracle and Intel; April 12, 1996; Z00226 / SD027291	
	DoubleClick; April 16, 1996; Z00227 / SD027292	

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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

(use as many sheets as necessary)

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	Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
	Fact check; May 12, 1996; Z00229 / SD027294	
	IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
	Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
	Fact check; May 20, 1996; Z00243 / SD027308	
	Cookie FAQ; May 21, 1996; Z00244 / SD027309	
	Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
	Network World Fusion; May 22, 1996; Z00247 / SD027312	
	Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
	Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
	Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
	DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
	Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
	SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
	Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	
	NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
	"FOCALINK"; DC004278A	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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First Named Inventor	Gary B. ROBINSON
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Examiner Name	n/a

Attorney Docket Number 11032-3028

		"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

Examiner Signature	/Jeffrey Carlson/	Date Considered	03/01/2010
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